

Abstract Form

Abstract is to be typed in a 10 point font/typeface (Times Roman preferred) and **must** fit in the space below; additional pages **may not** be submitted.

FOR REVIEWER USE

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Reviewer's signature

FOR OFFICE USE

Date: _____

Time: _____

TITLE:

The impact of statewide legislation on public awareness efforts for organ and tissue donation.

DESCRIPTION OF ACTIVITY:

Purpose: To quantify and qualify the impact of enacted statewide legislation promoting and funding awareness and education concerning organ and tissue donation.

Method: A bill was passed in July 1996 requiring the Department of Revenue Division of Motor Vehicles to 1) inform each state driver's license and identification card applicant of their option for organ and tissue donation and 2) inquire whether the applicant is interested in making a voluntary \$1 contribution.

Monies contributed are used to fund organ and tissue donation public programs. The state provides data regarding monies collected and the numbers of people who have designated themselves as organ and tissue donors on their driver's license or identification card.

Among other activities, the Organ and Tissue Donation Awareness Fund provides an opportunity to reach drivers with a message about the critical need for organ and tissue donors before the questions are asked by drivers license office personnel. One such method involves sending a unique birthday card reminding drivers of their upcoming license renewal and informing them of the donation questions they will soon be asked.

DESCRIPTION OF EVALUATION (if completed, provide results):

Results: Since January 1, 1998, data is being compiled by the designated agency, and these results give the relative frequency of people's responses when asked whether they wish to designate themselves as organ/tissue donors. Additionally, the state provides demographic data that may be useful in customizing awareness efforts to various regions in the state.

Solicited and unsolicited comments and public inquiries are tracked to help further refine and develop future programs. Total monies contributed are also tracked. To date, these data are still being compiled. Other related surveys are in process to further elucidate the public's response to these legislated programs.

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